

Establishing a Women Owning Woodlands (WOW) Chapter in Vermont: Resources for Effective Outreach to VT Women Landowners

Middlebury College
ENVS 401 Community Engaged Practicum

Group Members:

Valerie Blakely
Helene Rowland
Jack Herscowitz
Caitlin DiCara

Community Partners:

Caitlin Cusack, Forester, Vermont Land Trust
Lisa Sausville, Executive Director, Vermont Coverts

Table of Contents

<u>EXECUTIVE SUMMARY</u>	<u>3</u>
<u>INTRODUCTION</u>	<u>4</u>
<u>1. GENDER SPECIFIC PROGRAMMING AND AFFINITY SPACES</u>	<u>7</u>
<u>2. VT WOMEN LANDOWNER PROFILE</u>	<u>10</u>
<u>3. LEARNING INTERESTS PARSED BY LANDOWNER DEMOGRAPHICS</u>	<u>15</u>
<u>4. COMMUNICATION FEEDBACK</u>	<u>21</u>
<u>5. POTENTIAL OPERATING STRUCTURES</u>	<u>25</u>
<u>6. OVERVIEW OF FUNDING SOURCES</u>	<u>28</u>
<u>AREAS OF FUTURE RESEARCH</u>	<u>31</u>
<u>REFERENCES</u>	<u>32</u>
<u>APPENDIX I</u>	<u>33</u>
<u>APPENDIX II</u>	<u>41</u>

Executive Summary

Our project this semester focused on assisting the development of the WOW VT network by generating information about the importance of gender specific programming and affinity spaces, analyzing survey data to investigate the learning interests and communication preferences of women across Vermont, and researching potential operating structures as well as developing potential materials for funding sources.

We first sought to demonstrate why gender programming is needed, and to show how it can be beneficial. We summarize the findings of studies that have found disparities between men and women in the realm of land ownership and management. Based on these findings, we argue that programming that is aware of these disparities is needed. We give examples of cases where gender-oriented programming has been beneficial. We also explain the concept of affinity spaces, which may be a particularly helpful way to organize programming and to enable women with similar life experiences, interests, or barriers to find support in one another.

Using the WOW 2020 survey results, our group developed a landowner profile that outlines the basic demographic information and learning preferences of female identifying survey respondents from across Vermont. We found that the majority of respondents were over the age of 45; top learning interests included improving habitat quality, species identification (plants, birds, etc.), and mitigating invasive species, all of which reflect respondents' values of protecting and improving biological diversity and wildlife.

After parsing learning interest by age, acreage owned, and county, we found patterns of interest between older and younger female identifying respondents. For example, women under the age of 45 appeared to show greater interest in learning about equipment and tool use and forest management, while women over the age of 45 showed greater interest in passing land and estate planning. We did not find striking patterns of learning interests between acreage owned, and we included information on learning interest by county to help when developing programming. We recommend utilizing these patterns and findings when developing programming in order to tailor programming to the learning interests of specific stakeholder groups and demographics of women in Vermont.

We also examined potential programming options and communication methods based on the survey results. We found interest in many categories of format, length, and type of programming, with most interest from female woodland owner respondents for "on my own", partial day, and women-focused programming, respectively. Communication preferences for the same group of respondents were newspaper and Front Porch Forum, valuing attending and participating in events and staying engaged by receiving communication from WOW. Lastly, we examined potential operating structures, highlighting the pros and cons of four structures. The report closes with funding sources that WOW could attempt to utilize.

Introduction

Our project this semester focused on developing strategies, resources, and recommendations for supporting women woodland landowners by assisting the establishment of a Women Owning Woodlands (WOW) Vermont network. Working with a collaborative partnership of forest stewardship organizations across Vermont, our goal was to research the importance of gender specific programming and the use of affinity spaces to effectively reach this important and traditionally underrepresented stakeholder group. We also investigated and synthesized the needs and interests of Vermont women landowners, and made recommendations regarding communication, institutional structure, and funding sources in order to provide support for our community partners as they establish a Vermont chapter of WOW.

The need for gender specific programming spurs from a long history of disenfranchisement and gendered bias in forestry and woodland management. After a historic precedent of disenfranchisement, states first began to allow women to own land in the mid-19th century, and only by the start of the 20th century had all states extended property rights to women (Lewis 2019). Over the past century, the percentage of women owning land has increased; between 2006 to 2013 alone, the percentage of women owning land as a primary decision maker doubled from 11% to 22%, accounting for 44 million acres of America's family forest land (Butler et al. 2017). Yet women's influence extends beyond primary decision making, as women represent up to half of joint land ownerships, expanding their input to choices over land management for millions more acres.

However, despite growing ownership and influence over forested lands, women are often less engaged with land management and decision-making activities; this difference in engagement is due in part to the legacy of land ownership and management as a predominantly male space (Butler et al. 2017). Forestry, along with forest management and ownership, is traditionally a male-dominated profession (Redmore and Tynon 2010; Huff 2017). This perception of male dominance in woodland spaces, reinforced by actual demographic bias in the forest industry, has led to gendered differences in forest land ownership and management practices, manifesting as a knowledge gap as well as a difference in engagement. This historic precedent of legal, social, and economic barriers built a legacy of inequality within the field of forest management that formed the foundation of today's disparity in knowledge and involvement between male and female landowners.

Women woodland owners have an important presence and influence over Vermont forested land. According to the National Woodland Owner Survey, women are the primary owners of 20% of Vermont's forests and co-own an additional 6%, and these numbers are projected to continue to increase in coming years as women are statistically expected to inherit more land. As women continue to influence and manage a growing proportion of Vermont woodlands, research has shown that women are indeed interested in land conservation, despite their tendency to be less engaged with land management and decision-making activities (Butler et al. 2017). A number of stakeholders and organizations have therefore taken interest in determining what barriers exist for women who are interested but not engaged in conservation and management, and seek to aid and empower women landowners.

Women Owning Woodlands (WOW) is one such national organization that aims to "support women in forest leadership, women who manage their own woodlands, and all who facilitate the stewardship of forests," as stated on their website. WOW is a collaborative project between the National Woodland Owners Association (NWOA) and the USDA Forest Service,

Cooperative Forestry Office. There are WOW chapters across every region of the United States. WOW tends to manifest as a 'project' adopted by partner organizations, which commonly hold the goal of forest conservation, in order to bolster programming tailored to reaching women woodland owners.

Seven partnering organizations are currently working to establish the Vermont chapter of WOW: Vermont Department of Forests Parks and Recreation, Vermont Department of Fish and Wildlife, Vermont Land Trust, Vermont Coverts, Vermont UVM Extension, the Women's Agricultural Network, and the Vermont Woodlands Association. Currently WOW does not have one 'home' institution, but rather programming is shared between these organizations. Together, these organizations plan to design a program in Vermont modeled after successful WOW programs elsewhere in the country in order to maximize their collaborative use and support of information and programming.

Our project this semester focused on providing support to our partnering organizations as they establish a Vermont chapter of WOW by first developing a brief report detailing the benefits (and potential drawbacks) of gender-specific programming, outreach and education techniques. Given the historical context of gendered legacies in forest management and engagement, we felt it important to include this section in our report detailing how women could benefit from gender-oriented programming. We then analyzed survey data of Vermont women woodland owner interests and demographics and provided recommendations on communication and programming to reach these landowners. This analysis of landowner needs and interests will be important to develop programming that facilitates engagement with forest management across a wider variety of stakeholder groups; it also will ensure that programming and outreach will reach and meet the specific needs of women in Vermont. We also researched potential grant sources to provide funding for the development and implementation of programs that will disseminate information to women. Such funds will allow WOW to have greater flexibility with its programming and organizational structure, as well as provide greater resources for the development of programming and outreach. Furthermore, our team developed recommendations on potential operating structures regarding how management responsibilities should be shared.

Over the course of the semester, we adapted to remote learning as Middlebury moved to off campus instruction; this involved reviewing the scope of our project and tightening our priorities to reflect the needs of our partners. As our goals changed over time and through conversations with our community partners, we created a document that aggregates the most useful takeaways of our findings, analysis, and generation of deliverable materials. These include:

1. Gender Specific Programming and Affinity Spaces:

We provide a summary of literature that demonstrates a) that women are less involved in land management than men are, b) that women would benefit from gender-oriented programming, and c) why gender-oriented programming is a helpful approach.

2. VT Women Landowner Profile:

This document provides a brief overview of the demographics and values of women woodland owners in Vermont. Information is sourced from a survey distributed in February 2020.

3. Learning Interests Parsed by Landowner Demographics:

Taking a deeper dive into landowner interests reported in the February 2020 survey results, this section of the report investigates women landowner interests by age, parcel size, and county. This information can be used for WOW programming and outreach.

4. Communication Feedback:

We review the survey feedback specifically related to communication, such as program interests and methods of communication. In addition, we briefly review the potential of a mission statement as an overarching communication method.

5. Potential Operating Structures:

We present our preliminary examination of the varied operating structures that VT WOW could operate under, highlighting strengths and weaknesses of the options and offering potential suggestions for next steps.

6. Overview of Funding Sources:

This section of the report summarizes potential funding sources that VT WOW may be able to utilize for future funding, including a brief overview of each grant, application cycle, and award size.

1. Gender Specific Programming and Affinity Spaces

Why Gender-Oriented Programming is Important

A number of differences exist in the ownership and management of woodlands in the United States along the lines of gender. Women are more likely than men to inherit their land rather than making the active choice to purchase it, which may be due to the fact that women tend to live longer than men do, and inherit it upon the death of parents or a spouse (Butler et al. 2017). Additionally women who own forestland are typically less active in land-management activities, including harvesting and enrollment in landowner assistance programs such as cost-share or tax programs (Butler et al. 2017). A historical precedent of legal, social, and economic barriers has built a legacy of inequality within the field of forest management that forms the foundation of today's disparity of knowledge and involvement between male and female landowners. As a result, Butler et al. (2017) suggest that there is an unmet or growing need to develop assistance strategies for women landowners to help them manage their land.

Forestry, land ownership, and land management have historically been a male dominated sphere (Ma 2016). Forestry and management of forested lands has traditionally been aligned with logging, which is historically considered "men's work" (Pinchot Institute 2006). In the past, women's rights to own property depended on their marital status (Pinchot Institute 2006). Both attitudes and patterns are changing with respect to this feature of societies around the world, but effects of this legacy do persist. Women are not necessarily the primary decision makers even when ownership of land is shared between spouses, which can result in them lacking knowledge and experience in management practices (Butler et al. 2017 and Ma 2016). Women may also lack confidence in becoming involved in forestry and management due to the legacy of it being a male sphere. As Huff (2017) points out, it is still common for women who attend woodlands programming to say "I'm with him," pointing to their husband.

There are also differences in interests with regard to land management along lines of gender. Men tend to be more interested in managing their land for promotion of wildlife populations and for hunting and recreation than women (Butler et al. 2017). Men are also more likely than women to harvest timber commercially and for personal use (Butler et al. 36). Women, on the other hand, have been found to be more interested in the effects of climate change on their woodlands, and also may be more interested in conserving woodlands simply for the benefit of wildlife wellbeing, unrelated to hunting (Butler et al. 2017). As a result of these disparities along the lines of gender, it is clear that programming that is gender-oriented is needed. WOW network leaders across the United States report having received phone calls and emails from women landowners with questions about their land and land management, signifying that women are seeking out help, and may benefit from more structured programming (Huff 2017).

In a study of children of forest owners, 83% of the women wanted to inherit the family's woodland, but only 34% felt prepared to manage it (Mater 2005, cited by Hollins 2016). In some instances, women just don't feel welcome or are intimidated because they lack "forestry vocabulary" (Redmore 2010, cited by Hollins 2016). Huff (2017) notes that women are often unwilling to ask questions in male-dominated environments. It is cues such as these that point to

the need for programming and education that caters to the needs of women, which are often unique from the needs of men as a result of the still-gendered nature of the fields of forestry as well as land ownerships and management.

The case of women and engineering provides a helpful analogous situation, as both the cases of engineering and woodland management deal with the endeavor of including women at higher rates in a historically male-dominated sphere. Girls were not choosing to go into engineering because they didn't have a clear idea of what it entailed, and it was perceived as a man's profession. In order to encourage them to feel welcome and get involved in engineering required a change in the way that high school girls viewed engineering, which was achieved by shifting the way that the profession positions itself (Sullivan 2007). Media campaigns were launched to show video portraits of successful female engineers in order to combat girls' perceptions of it being a field for men, and to help them see female representation in the field. Similarly, WOW networks can play an important role by putting women in contact with female foresters and land management professionals, thus demonstrating the fact that women can be and are involved and successful in this field.

Programming that is women-oriented is well positioned to attend to the specific barriers and concerns that women face. In the case of forestland ownership and management, this may involve giving more attention to issues like the inheritance of land following the death of a family member (as women gain land ownership through this mechanism more often than men do), feelings of intimidation upon entering a male-dominated sphere, experiences with gender-based barriers and prejudice, or focusing on aspects of forest management that women tend to be more interested in compared to men.

The concept of affinity spaces may be helpful. Neely and Marone (2016) study affinity spaces, and describe them as "informal sites in which people with a shared interest (or affinity) engage in social, creative, and learning practices." Affinity spaces can also function to bring together people who have similar life experiences. A space created with the intent of empowering women allows them to have a space to share the experiences that they have had that tend to be unique to women, such as a fear of asking "dumb" questions, fear of being dismissed, incidents of being talked down to, and having competing priorities, such as running a household in addition to managing their land (Hollins 2016). These spaces also importantly allow for the creation of networks between people with similar experiences or who face similar barriers. Members can learn from one another, share contacts of trusted professionals, and benefit from a support system.

In the context of WOW in Vermont, we have a few specific recommendations concerning affinity spaces. Two potential affinity group foci may be a) women who have children and also are responsible for or interested in land management, and b) women who have inherited land following the passing of a loved one. These groups may have similar life experiences or face similar hurdles, and thus may benefit from having time or space that is dedicated to discussions of those. Affinity groups could also be formed based on age or based on specific management interests (hiking versus firewood versus wildlife habitat, and so on).

In conclusion, research has documented disparities between men and women's involvement in management of their woodlands, and it is clear that historical legacies of inequality may contribute to current barriers to women. Because women face specific and unique barriers (some of which are explicitly tied to gender), efforts and programming that are gender-oriented are important and promising. The goal of gender-specific programming is not to exclude men, but rather to support women to develop their own knowledge and confidence in managing their own land.

The following is a list of potential bullet points for the website, which demonstrate the nature of gendered disparities, and to succinctly show how gender-oriented programming can be beneficial:

- Women who own forestland are typically less active in land-management activities, including harvesting, and enrollment in landowner assistance programs, such as cost-share or tax programs (Butler et al. 2017).
- In one study, 83% of the women wanted to inherit the family's woodland, but only 34% felt prepared to manage it (Mater 2005, cited by Hollins 2016).
- In some instances, women just don't feel welcome or are intimidated because they lack "forestry vocabulary" (Redmore 2010, cited by Hollins 2016).
- Huff (2017) notes that women are often unwilling to ask questions in male-dominated environments.
- The presence of disparities along the line of gender points to the need for programming that is gender-oriented.
- A space created with the intent of empowering women allows women to have a space to share the experiences that they have had that tend to be unique to women, such as:
 - A fear of asking "dumb" questions or the feeling that they lack a "forestry vocabulary"
 - Lack of confidence, or a fear of being dismissed
 - Incidents of being talked down to.
 - Similar life experiences, such as running a household in addition to managing their land.
- Such a space can also function to enable women to build networks with one another and to share contacts of trusted professionals.
- The goal of gender-specific programming is not to exclude men, but rather to support women to develop their own knowledge and confidence in managing their own land.

2. VT Women Landowner Profile

Survey Distribution and Analysis

In order to learn how to best engage Vermont women landowners, our community partners needed to gauge the interests and demographics of this target stakeholder group.

To assess the interests and needs of women landowners in Vermont, our community partners distributed a 55-question survey titled “Women Owning Woodlands: A survey of women in Vermont” to the members of their partnering organizations across Vermont. Questions asked respondents about their demographic information (including age and gender), the number of woodland acres they owned, the county in which they owned land, and their learning interests as well as how they would like to engage with a Vermont Women Owning Woodlands Network.

The survey was distributed to the email list of the following organizations:

- Vermont Coverts
- Vermont Woodlands Association
- Vermont Land Trust
- Association of Vermont Conservation Commissions
- District Managers for the 14 Conservation Districts
- Montgomery Conservation Commission
- Vermont Sugar Makers Association
- Cold Hollow to Canada
- Women’s Ag Network
- UVM Extension newsletter
- Master Gardeners/Composters
- Becoming and Outdoors Family
- Vermont Commission on Women
- Change the Story Vermont
- Vermont Women’s Fund
- Vermont Pasture Network
- Stowe Land Trust
- Middlebury Area Land Trust
- Green Mountain Club
- Northwoods Stewardship Center

The survey was also posted on Facebook and multiple Front Porch Forums throughout the state.

A total of 820 surveys were either partially or fully completed. We omitted 235 surveys from analysis as respondents did not complete the question asking them to identify their gender. Beta testers were also removed. Of those who completed the survey, 570 identified as female, 6 identified as male, 7 as non-binary, and 2 preferred not to answer. We only analyzed data from the 570 respondents who identified as female.

There was at least one women landowner respondent from every county, though certain counties were more represented than others (Table 1). We also received 124 responses from women who did not own woodlands in the state of Vermont (Table 2).

Table 1. Number of women landowner responses by county. Note that some women own parcels in multiple counties, therefore one landowner may be counted more than once. Additionally, some women did not report the county in which they owned land.

Addison	50	Lamoille	18
Bennington	22	Orange	35
Caledonia	42	Orleans	31
Chittenden	46	Rutland	41
Essex	7	Washington	52
Franklin	14	Windham	60
Grand Isle	1	Windsor	55

Table 2. Number of women respondents by age group. Divided between respondents who do not formally own land and respondents who are formal woodland owners.

	Own woodlands	Do not own woodlands	Total respondents
15-30	7	31	38
31-45	89	25	114
46-60	144	33	177
60+	201	34	235
Prefer not to answer	5	1	6

Developing a Landowner Profile and parsing interest by demographic data

Using these survey data, our group created a Vermont Women Landowner Profile. This two-page document outlines the demographic information and interests of Vermont women woodland owners. This includes information on the age and plot size distribution of women landowners, as well as the ownership structure of their woodland properties. We also identified the most popular activities that women engaged with on their woodland property, and common learning interests and values among this stakeholder group. The following 2 pages is a deliverable document that can be utilized by the WOW Vermont network, titled “A Profile of Vermont Women Woodland Owners: Interests and Demographics.”

All visuals on the first page of the landowner profile, as well as the information on land use and values on the second page, were generated from solely the survey results of women landowner respondents. Women who answered this survey who do not formally own woodland property in Vermont were unable to answer questions on number of acres owned and the ownership structure of their property; nor could they answer how they use their woodlands or rate the importance of landowner values. We further specifically filtered survey responses to include only formal landowners when generating the visual on age distribution in order to present an accurate picture of the current demographics of this stakeholder group.

Yet proportionally, more women who were in younger demographics answered this survey who did not formally own land. This is a generation of women that is of critical importance for the WOW Vermont Network’s outreach and programming, as these women are the generation who will be inheriting woodlands or otherwise purchasing it for themselves. It is important to consider the voices of these stakeholders in gauging the interest and needs of women throughout

Vermont. Therefore, we included the answers of women who do not formally own land when generating our visuals and analysis of learning interests.

After identifying general interests of women in Vermont in this profile, we were then interested in continuing our report by further parsing out interests by county, age, and acreage owned. The patterns and trends in learning interests we found between stakeholders of various categories (counties, ages, and acreage) will better help inform outreach and programming. Furthermore, the WOW network can see which topics are most popular by county and locate its programming accordingly to best meet the needs of the community.

METHODS FOR GENERATING THE VISUALS IN THE PROFILE:

Pie chart of age demographics:

To generate this chart, we first used the following filters:

- Q41-2 What is your gender – is – female
- Q11-1 Do you own woodlands in Vermont – is – yes

This means that these tables include **all women woodland owner respondents**.

After filtering the data in Qualtrics, we then went into the Reports tab in order to generate a response table for the following questions:

- Q40-1 What is your age?

Bar chart of acreage owned:

To generate this chart, we first used the following filters:

- Q41-2 What is your gender – is – female
- Q11-1 Do you own woodlands in Vermont – is – yes

This means that these tables include **all women woodland owner respondents**.

After filtering the data in Qualtrics, we then went into the Reports tab in order to generate a response table for the following questions:

- Q15-5 How many acres do you own in Vermont?

Bar chart of learning interest:

To generate these tables, we first used the following filters:

- Q41-2 What is your gender – is – female

Note that we DID NOT filter for “Q11-1 Do you own woodlands in Vermont.” This means that these tables include **all female respondents**.

After filtering the data in Qualtrics, we then went into the Reports tab in order to generate a response table for the following questions:

- Q2-1a Which of the following topics are you interested in learning more about? Select 3
- Q68-1b Which of the following topics are you interested in learning more about? Select 3

Learning interest was asked in two parts, with 2 separate questions offering unique sets of choices for respondents to select. Each question had a different number of respondents, and therefore the sample size is not standardized. There are therefore 2 bar charts side by side, one for each question.

A PROFILE OF VERMONT WOMEN WOODLAND OWNERS: VALUES AND DEMOGRAPHICS

WOMEN AS LANDOWNERS IN VERMONT

The state of Vermont is 75% forested, with 80% of that forestland under private ownership (Vermont Woodlands Association). Women are both individual and joint owners of woodland properties that span a wide range of acreage. As forest management programming continues to strive for inclusive outreach to the diverse assemblage of woodland owners in Vermont, it is important to understand the needs and interests of this traditionally underrepresented stakeholder group.

Featured below are the demographic data of women woodland owners in Vermont, as well as information on their interests and values. These data were collected using a survey sent out in February 2020, representing the voices of 570 women from across Vermont.

NOTE: The following profile reflects the respondents of the WOW 2020 survey and cannot be generalizable to the general women woodland owner population of VT without further analysis.

BY THE NUMBERS



TOP 3 PROPERTY OWNERSHIP STRUCTURES OF SURVEY RESPONDENTS

24% are the **individual single owner** of their woodland

53% are **joint owners** with their spouse

10% are **joint owners** with family or friends

VALUES, INTERESTS, AND LAND USES

Women woodland owner survey respondents use their woodlands for a wide variety of activities, including **hiking and walking**, **watching wildlife**, and **cutting timber for personal use**. Less common activities included cutting timber for sale, as well as hunting and fishing.



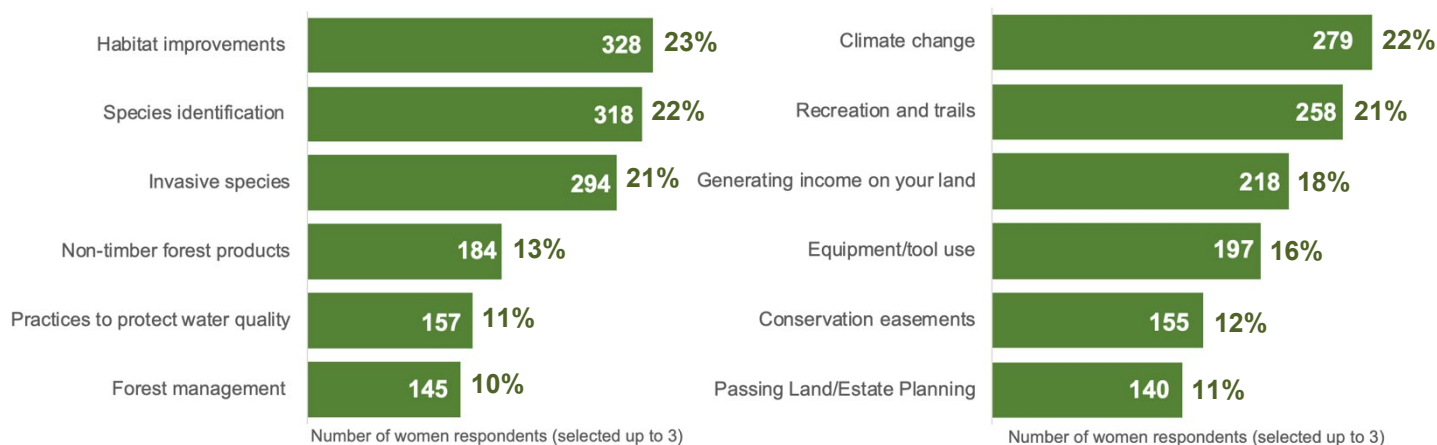
Values of greatest importance to women woodland owner respondents across Vermont include:

Protecting and improving
biological diversity

Protecting and improving
water resources

Protecting and improving
wildlife habitat

Common topics women (landowners and non-landowners) expressed interest in learning about include **improving habitat quality**, **species identification** (plants, birds, etc.), and **mitigating invasive species**. These learning objectives appear to reflect their values related to habitat and wildlife. Women could select up to three choices from the following two sets of topics.



3. Learning Interests Parsed by Landowner Demographics

The profile of a Vermont women landowner shows the general patterns of the interests and needs of women survey respondents homogenized across the entire state of Vermont. However, women learning interests vary by location, age demographic, and scale (referring to number of acres owned). It is important for the WOW Vermont network to understand the needs and interests of specific demographics in order to tailor programming that will most effectively reach all of women woodland owners in Vermont.

Again, in order to maximize the number of survey respondents in younger age demographics as well as acknowledge the importance and potential for women to assume nontraditional roles in forest management, we included the answers of women who do not formally own land when generating these visuals and analyses. We further encourage WOW to consider these answers and interests when generating programming and outreach, in order to reach and accommodate for the breadth of roles women assume to learn about and manage their woodlands.

Interest by age

Interests between older and younger women respondents showed relatively similar patterns for many learning interests assessed via the 2020 survey. For example, species identification and habitat improvement were top learning interests for both women under 45 and women over 45. However, there are several notable differences between younger and older demographics. Younger women (under 45) appear to show greater interest in learning about equipment and tool use and forest management. Older women (over 45) show greater interest in passing land and estate planning, as well as learning about climate change.

To generate these bar charts, we first used the following filters:

Q41-2 What is your gender – is – female

Note that we DID NOT filter for “Q11-1 Do you own woodlands in Vermont.” This means that these tables include **all female respondents**.

After filtering the data in Qualtrics, we then went into the Reports tab in order to generate a response table for the following questions:

Q2-1a Which of the following topics are you interested in learning more about? Select 3

Q68-1b Which of the following topics are you interested in learning more about? Select 3

We broke out the data by:

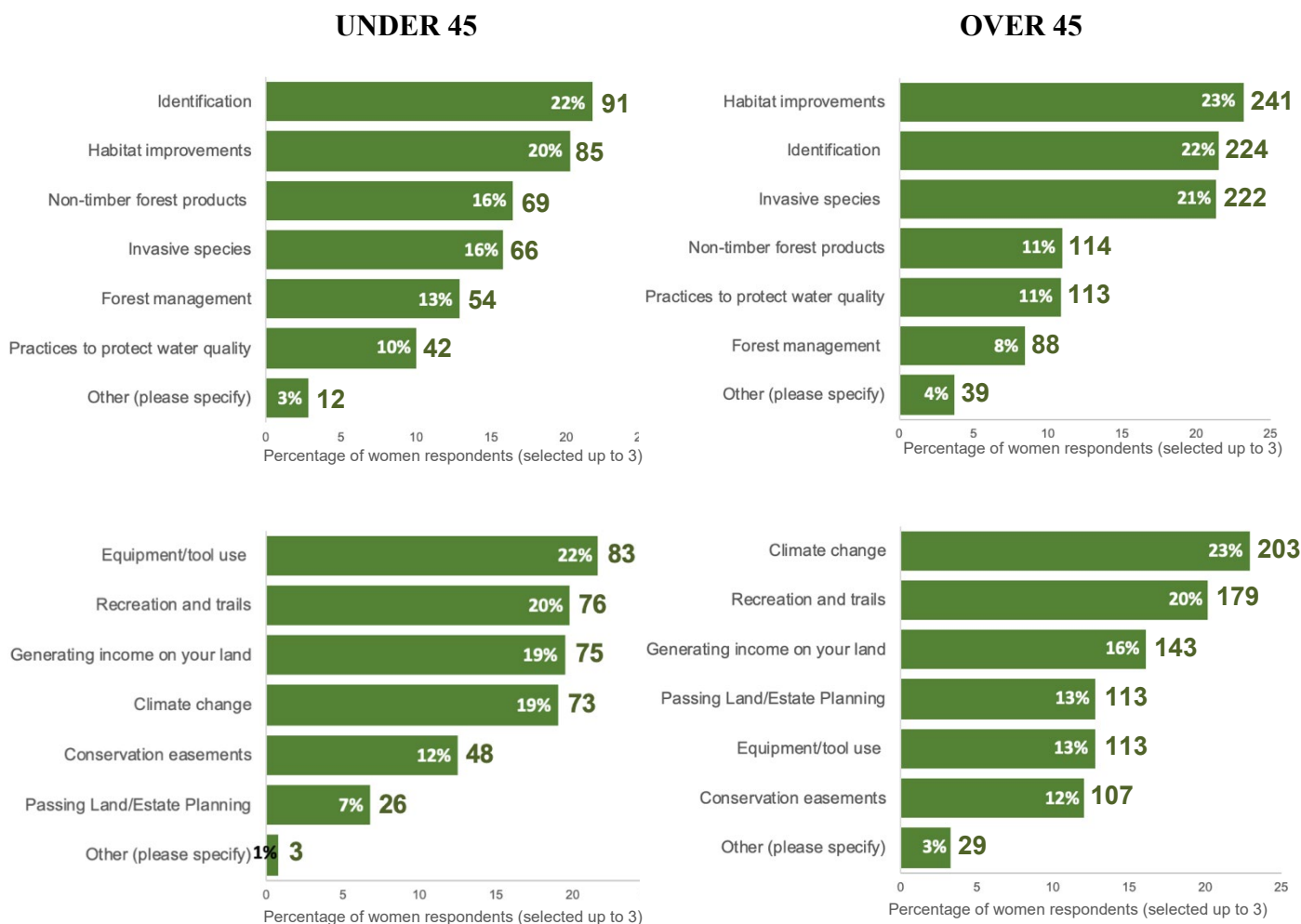
Q40-1 What is your age?

Age was simplified into 2 categories: under 45 and over 45.

Learning interest was asked in two parts, with 2 separate questions offering unique sets of choices for respondents to select. Each question had a different number of respondents, and therefore the sample size is not standardized, and we chose to address each question separately. There are 4 bar charts presented side by side, one for each question and age group combination.

Each graph is sorted from most to least popular topic of interest. “Other” is included as a choice for both learning interest questions.

Note: There were more respondents over the age of 45 than there were under the age of 45. Therefore, we chose to plot the percentage of respondents that chose each topic within the age demographic. The number of respondents is included **outside** each bar.



Interest by acreage owned

There appear to be fewer distinct patterns between acreage and landowner interest. In fact, interests across acreage show relatively similar patterns for most learning interests. One potential trend is that women who own more acres (over 26 acres) seem to show greater interest in learning about opportunities for generating income on their land. Landowners that showed the most interest in equipment and tool use own less than 25 acres. As there are not clear and distinct patterns between most categories of interest, the WOW Vermont network may not need to prioritize tailoring specific programming geared towards landowners owning particular acreage.

To generate these charts, we first used the following filters:

Q41-2 What is your gender – is – female

Q11-1 Do you own woodlands in Vermont – is – yes

This means that these tables include **all women woodland owner respondents**.

After filtering the data in Qualtrics, we then went into the Reports tab in order to generate a response table for the following questions:

Q2-1a Which of the following topics are you interested in learning more about? Select 3

Q68-1b Which of the following topics are you interested in learning more about? Select 3

We broke out the data by:

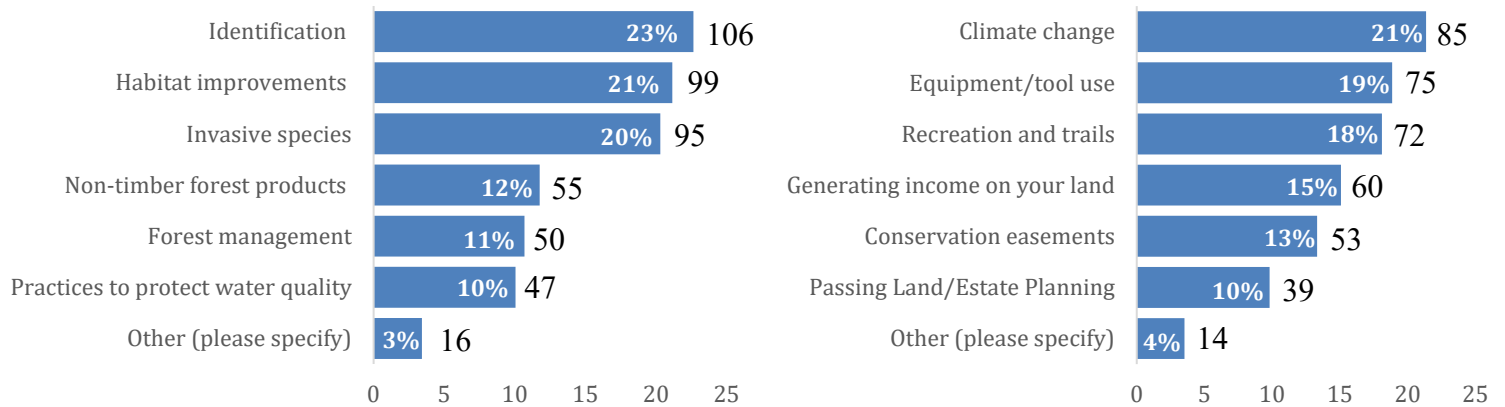
Q15-5 How many acres do you own in Vermont?

Acreage was simplified into three categories: Under 25 acres, 26 - 99 acres, and over 100 acres.

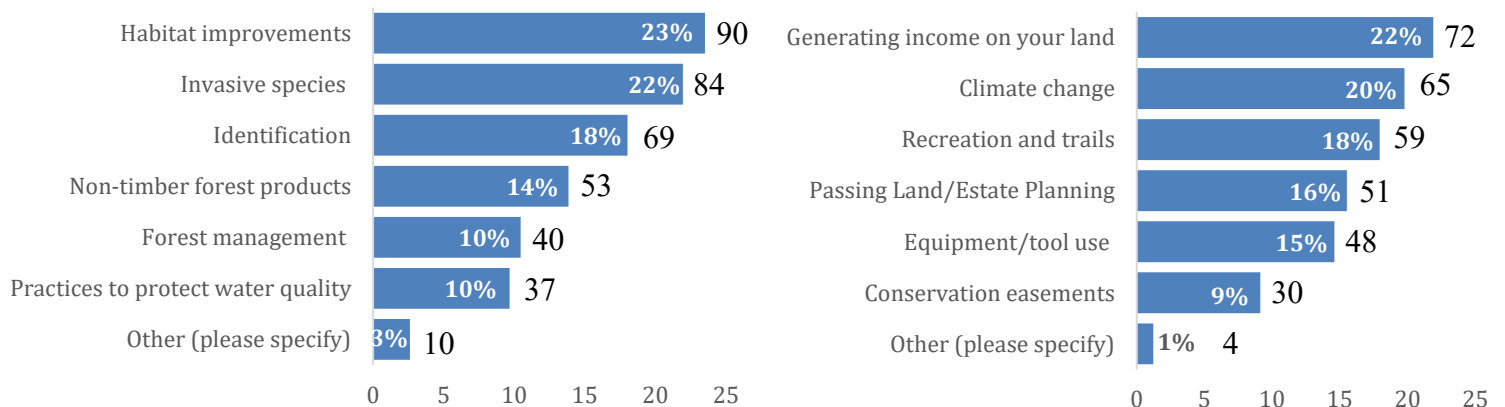
Again, as learning interest was asked in two parts, with 2 separate questions and different sample sizes offering unique sets of choices for respondents to select, we chose to address each question separately. There are 6 bar charts presented side by side, one for each question and acreage combination. Each graph is sorted from most to least popular topic of interest. “Other” is included as a choice for both learning interest questions.

Note: We chose to plot the percentage of respondents that chose each topic within the acreage category. The number of respondents is included **outside** each bar.

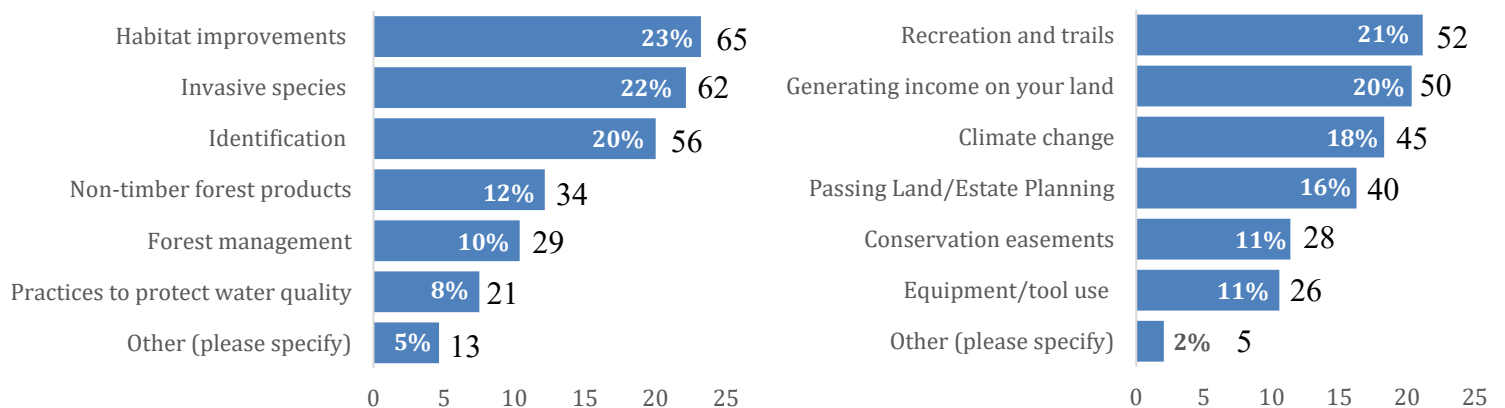
UNDER 25 ACRES



26 – 99 ACRES



OVER 100 ACRES



Interest by county

Individual counties appeared to have their own distinct trends in learning interests; however, when analyzing these data, it is important keep in mind that each county had a different number of responses (Table 1). For example, Windham had 60 women landowner respondents, while Grand Isle only had 1. Note that Grand Isle had too low a sample size to plot learning interest. Below are the 3 counties with the highest number of landowner respondents; this sample demonstrates the value of analyzing interest by county towards tailoring programming and outreach for particular communities within Vermont.

For information on all counties and the methods on how these tables were generated, please refer to Appendix I.

The following tables represent the **total number of female respondents in each county** that marked the respective topic as one of their top 3 learning interests. Learning interest was asked in two parts, with 2 questions offering unique sets of choices for respondents to select. As each question had a different sample size, we split each county's table into two parts (one for each question and its corresponding set of choices), with each part sorted from most to least popular topic.

ADDISON		
Equipment/tool use (chainsaws, tractors, safety)	16.95%	20
Opportunities for generating income from your land	16.95%	20
Passing Land/Estate Planning	16.95%	20
Climate change	16.10%	19
Conservation easements	15.25%	18
Recreation and trails	15.25%	18
Other (please specify)	2.54%	3
	Total	118
Identification (trees, plants, birds, animals, etc.)	23.31%	31
Invasive species (plants, forest pests, control)	23.31%	31
Habitat improvements (fish and wildlife)	22.56%	30
Non-timber forest products (mushrooms, maple syrup, etc.)	11.28%	15
Forest management (firewood, timber harvesting, logging)	9.02%	12
Practices to protect water quality	7.52%	10
Other (please specify)	3.01%	4
	Total	133

CHITTENDEN		
Equipment/tool use (chainsaws, tractors, safety)	21.82%	24
Recreation and trails	21.82%	24
Climate change	18.18%	20
Opportunities for generating income from your land	15.45%	17
Passing Land/Estate Planning	10.00%	11
Conservation easements	9.09%	10
Other (please specify)	3.64%	4
	Total	110
Habitat improvements (fish and wildlife)	25.00%	31
Identification (trees, plants, birds, animals, etc.)	20.16%	25
Invasive species (plants, forest pests, control)	18.55%	23
Non-timber forest products (mushrooms, maple syrup, etc.)	12.90%	16
Practices to protect water quality	10.48%	13
Forest management (firewood, timber harvesting, logging)	9.68%	12
Other (please specify)	3.23%	4
	Total	124

WASHINGTON		
Climate change	26.53%	26
Recreation and trails	22.45%	22
Opportunities for generating income from your land	16.33%	16
Equipment/tool use (chainsaws, tractors, safety)	15.31%	15
Passing Land/Estate Planning	10.20%	10
Conservation easements	6.12%	6
Other (please specify)	3.06%	3
	Total	98
Invasive species (plants, forest pests, control)	23.20%	29
Identification (trees, plants, birds, animals, etc.)	21.60%	27
Habitat improvements (fish and wildlife)	20.00%	25
Non-timber forest products (mushrooms, maple syrup, etc.)	16.00%	20
Practices to protect water quality	9.60%	12
Forest management (firewood, timber harvesting, logging)	6.40%	8
Other (please specify)	3.20%	4
	Total	125

4. Communication Feedback

In creating a profile of Vermont female woodland owners, the February 2020 survey captured useful information on what women are looking for through a WOW program in Vermont. Questions generally focused on format, length, and types of potential programming, along with interest in the broader WOW program and desired forms of outreach. This information can assist WOW in communicating with their target audience most effectively based on their interests and needs.

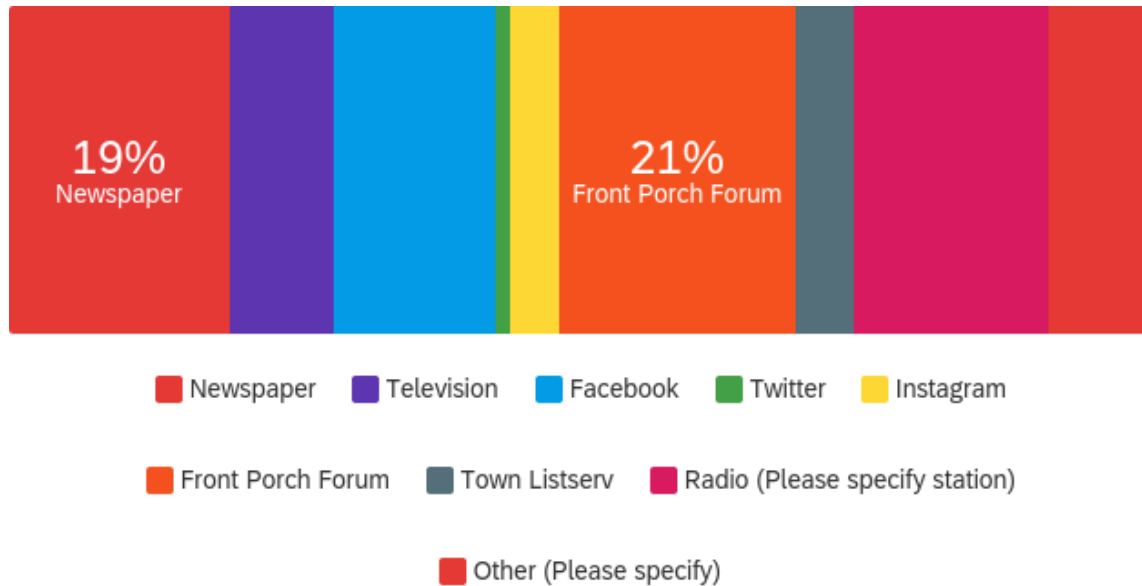
<i>Programming Preferences: Responses garnering favorable feedback</i>		
Format	Length	Type
<ul style="list-style-type: none">• On my own (self-taught) 89.5%• Written materials 89.1%• Hands on field activities 89.0%	<ul style="list-style-type: none">• Partial day 85.8%• Weekend 76.65• Weekday 63.5%	<ul style="list-style-type: none">• Women focused 66.7%• Mixed gender participants 62.4%• Female instructor 62.3%

Table 3. This table reports the top 3 survey responses that received positive feedback for each category: responses in which the majority of respondents reported either “somewhat likely” or “extremely likely” to have interest across all sets of options. Responses were filtered for survey-takers identifying as women who own land.

Notably, there was interest in every category of program format. This leaves WOW with some flexibility in programming, and potential to mix up offerings, particularly with information or pre-recorded video resources that could require less funding. In terms of length of events, there was interest in most categories apart from multi-day, overnight programming. In particular, despite a majority reporting “extremely likely” or “somewhat likely” for partial and full day events, partial day events polled better than full day events. Similarly, weekend events polled higher interest than weekday events, despite positive feedback for both. The responses for preferred types of events were similarly spread out, with every response (except for family friendly) garnering overall positive feedback: women only, male instructor led, female instructor led, mixed gender participant, and women focused programming. The top response was women focused programming, receiving 66.7% positive feedback.

Apart from programming, the survey polled respondents on broader WOW organizational design: their roles of interest within WOW and preferred methods of communication. The graphs below summarize the survey’s findings.

Preferred Methods of Communication:



Roles of Interest in WOW:



As reported in the graphs above, the most popular communication methods are through the newspaper (19%) and Front Porch Forum (21%). The most interest in social media is in Facebook, with 14% of respondents showing interest. Additionally, there is high interest in receiving WOW emails and newsletters (32%), and high interest in attending and participating in WOW events (36% of respondents). While not polled by the survey, we believe there is also

substantial benefit to an organization website for a WOW VT chapter, with the main benefits of online visibility and having a location to aggregate all information and resources.

When generating programs and outreach tailored to the interests of a particular stakeholder group within Vermont - for example a particular age group or specific county - it is important to further consider the preferred modes of communication held by that stakeholder group. Matching the preferred method of communication to specific modes of outreach can more effectively reach the needs of a wider breadth of women throughout Vermont. In parsing out general interests by age, acreage, and county, we found trends in particular interest categories (such as conservation easements and opportunities for generating income) between younger and older landowners. We therefore thought it important to parse out the preferred methods of communication between age groups, to assist the VT network with developing effective outreach. This information can be found in Appendix II.

In addition to the survey results regarding communication, studies show that another important aspect of communication for any organization is a mission statement; “mission statements can help focus the organization on what really matters--to itself as well as to its stakeholders” (Ireland and Hitt 2015). However, a preliminary search of WOW organizations shows that many existing programs do not advertise a mission statement, as shown in the table below.

<i>WOW Programs and Mission Statements</i>	
Organization	Mission Statement?
WOW (National)	Yes
OSU Forestry and Natural Resources Extension	No
Western Washington Chapter (WSU Extension)	No
U of Arkansas Division of Agriculture Research and Extension	No
Minnesota Women’s Woodland Network	Yes
Women of Wisconsin Woodland Owners Association	No

Table 4. The table reports WOW chapters and if they advertise a mission statement.

A lack of a mission statement is not unique; the same study referenced above notes that mission statements are rarely developed in smaller organizations (Ireland and Hitt 2015). However, their potential value is still high, both internally and externally; “for external groups, the mission statement serves to inform, but for those inside the institution the mission statement serves to conform” (McLellan and Springer 1992). As the WOW Vermont Network considers developing a mission statement, the two existing WOW-related statements may be useful:

1. **WOW (National):** *“The Women Owning Woodlands web project strives to bring topical, accessible, and current forestry information to woodland owners and forest practitioners through news articles, blogs, events, resources, and personal stories. We support women in forest leadership, women who manage their own woodlands, and all who facilitate the stewardship of forests.”*
2. **Women of Minnesota Woodland Owners Association:** *“The Minnesota Women’s Woodland Network (MNWWN) is dedicated to building a community of women woodland owners, their families and land managers to nurture a land ethic. The MNWWN creates supportive, informal, small group learning opportunities on topics that include trees, nature and caring for the land.”*

Taking into account other mission statements and our own research, drafts of potential mission statements for a Vermont Women Owning Woodlands chapter are below:

- *The Vermont Women Owning Woodlands (WOW) network seeks to support women to develop their own knowledge and confidence in managing their own land by developing a community network and providing programming and resources.*
- *The Vermont chapter of Women Owning Woodlands is focused on creating community and offering educational programming, resources, and support for Vermonters involved in forest leadership, woodland management, and conservation. The goal of supporting women to develop their own knowledge and confidence in managing their land is of particular importance.*
- *The Vermont Women Owning Woodlands (WOW) network seeks to provide hands-on educational programming that aims to enable women to develop their own knowledge and confidence in managing their land. The network also seeks to create a supportive community of landowners, their families, and land managers in order to facilitate forest stewardship.*

Overall, WOW has many opportunities to capitalize on communication methods, both as an emerging organization and as shown in the survey data.

5. Potential Operating Structures

As our timeline shifted over the course of the semester, our priorities shifted, as well. While the focus of our report turned away from an organizational review in order to prioritize researching funding sources and analyzing survey takeaways, we briefly outlined our preliminary work on potential institutional models below.

Through our research, and review of past research, we identified three main models through which Women Owning Woodlands could be established in Vermont. Briefly, they are:

- **Separate/Partnering Organizations:** A network of organizations contribute equally, with each designating staff time to managing and organizing resources and events.
- **Hired Coordinator:** Using some source of funding, Women Owning Woodlands would hire a part or full time coordinator to manage a Vermont Chapter. This coordinator could be a member of an existing Vermont organization or an Americorps member.
- **Members Pay Dues:** WOW members in Vermont could pay dues to help finance programming.

Briefly, some of the pros and cons of each of these models are as follows:

- Organizations taking on the financing:
 - An advantage of this model is that it would likely supply a steady, reliable source of money. The disadvantages are that it comes at a cost to each organization, and additionally each org might not be able to contribute the same amount, or some may be unable to contribute. It is possible that some organizations would be more capable of taking on tasks and responsibilities than contributing money.
- Hiring a coordinator
 - An advantage of this model is that it enables centralized planning and organization, and minimizes complexity, miscommunication, and time spent on dividing tasks. The disadvantages include that it is cost intensive to hire a coordinator, and would likely require a significant amount of time to be put towards finding grants.
 - We do not recommend this model unless it is clear that WOW is in need of a coordinator and is not functioning well without one.
- Having members pay dues
 - The potential advantages include that paying dues may result in an increased feeling of membership or investment in WOW programming. On this flip side, this may serve as a barrier to some. Perhaps this could be resolved by allowing women to apply to have the fee waived if they cannot pay it.

We do suggest that an **additional fourth approach** to the institutional structure could be promising. There may be a number of benefits to having a willing community member (or multiple members) take on responsibilities of a coordinator, as a volunteer. There is no guarantee that there would be a willing volunteer, but allowing participants of WOW workshops to shape, change, and take ownership of organization and programming in their local chapter could have far-reaching impacts.

- This could positively impact the amount of participation, effectiveness of teaching, participants' investment in WOW, and participants' confidence.
 - Incorporating women into the decision-making process for determining the focus and style of programming that is provided by WOW would not only increase the likelihood that these landowners' needs are being met, but also has the potential to increase their investment in the success of WOW itself.
 - As women become invested in the success of the WOW program, they may be motivated to use their own social networks within their communities to encourage other women to get involved, which may be a far more effective method of increasing involvement than simply producing outreach materials that are distributed by WOW itself.
 - Women know what is important to the communities they are embedded in, and thus may be aware what skills or topics educational programs should focus on.
 - If women have the time and interest, responsibility for WOW programming could become shared between not only the seven Vermont organizations who have adopted WOW, but also among local women who are participants in WOW programs. As noted by Lily Shale and Katie Concannon, the act of giving women leadership roles can aid them in building confidence, which itself is one aim of WOW (Shale and Concannon 2019).

Finally, a previous report developed by Middlebury College students in *Transnational Feminist Conservation* reached several important and applicable conclusions regarding a potential Women Owning Woodlands operating structure. We consider the following to be the most applicable and important takeaways concerning organizational structure:

1. Vermont WOW should investigate existing organizations in the state which could offer potential partnerships with WOW on more regional and local scales. These partnerships will help determine the format that WOW programming takes.
2. Avoiding participation fees should be a goal as this vastly increases the accessibility of programming.
3. Interviewees suggested having one or two central, public-facing leaders to facilitate a strong image and organizational structure of the WOW program. Facilitation committees should be aware of the issue of sharing WOW with other professional responsibilities and respond in the intentional delegation of power. Having a position that is geared

specifically towards the WOW programs, such as an intern, would decrease this pressure (Shale & Concannon).

Beyond these takeaways, in our own research, we reached out to several Vermont women's organizations with the goal of gauging interest in the resources and potential of partnered programming. Several organizations indicated interest in getting involved, including Vermont's Center for Women & Enterprise and the GLOW Program in the Vermont Pride Center, although the timing of the semester limited our ability to fully connect and assess these partnerships as tangible options.

Additionally, it is important to remember that these programming structures do not need to operate exclusively. For example, organizations may contribute towards creating a calendar of events based on the needs and interests of their community stakeholders; a WOW coordinator can then oversee the organization of these events and delegate tasks to efficiently and effectively institute various programs. This generates a pathway for independent organizations to provide input and suggest outreach materials while not overwhelming them with logistical burdens.

6. Overview of Funding Sources

The prior research into the target audience and structure of a women owning woodland program is helpful, but many avenues moving forward require funding. The following summarizes funding sources that a Women Owning Woodlands program could attempt to utilize.

Name	Application Cycle	Description	Potential Funding
Fund for Wild Nature Grant	May 1st and Oct. 1st	The Fund provides small grants for North American campaigns to save native species and wild ecosystems, with particular emphasis on actions designed to defend threatened wilderness and biological diversity.	No cap specified; 2018 projects received \$1,500-\$6,000
Vermont Women's Fund Grant	Feb.	Varies by year; in 2020, the Vermont Women's Fund will consider proposals that: make pathways to viable careers more visible, accessible, and affordable for young women and girls, or invest in the economic security and career prospects of low-income employed women workers.	Up to \$10,000
VT Center for Women and Enterprise Funding	Unstated	CWE provides opportunities for women entrepreneurs and women in business to increase professional success, personal growth, and financial independence. They offer: Education & Training Online Learning Financial Education & Support Networking Opportunities Consulting & Mentoring	Unstated
Vermont Community Fund "Place-Based Grant Programs"	Varies	Numerous opportunities depending on region of VT; examples include: <ul style="list-style-type: none"> Lake Champlain Basin Kelsey Trust: <i>to benefit the people and protect the environment of the Lake Champlain Basin</i> 	Varies

		<ul style="list-style-type: none"> • Lamoille County & Beyond Green Mountain Fund: \$500-\$5,000 grants to organizations serving children, elderly and family services, education, environment, sustainability, and the arts in Lamoille County and other parts of the Northeast Kingdom. • The Northeast Kingdom Fund: \$500-\$5,000 grants to organizations to support the vibrancy and health of the Northeast Kingdom. • Rutland County Hills and Hollows Fund: \$250-\$7,500 grants for organizations to promote educational opportunities, support children and families, and foster the future sustainability in Poultney and its adjacent communities. 	
New Earth Foundation Grants	Feb. 1st and July 1st (inquiries)	<p>The New Earth Foundation seeks to fund innovative projects that enhance life on our planet and brighten the future, furthering peace. Smaller, newer 501(c)(3) organizations are the focus of grants given, so that the foundation's gift can make a more significant contribution to the work of the recipient organization.</p> <p>The grants given by NEF support a wide variety of projects in many fields of endeavor, including but not limited to environmental initiatives that are working to help eliminate pollution and to save the planet's ecosystems, community efforts that create models of social sustainability, educational innovations that prepare youth to become the socially responsible leaders of the future, and strategies that offer economic improvement and opportunities.</p>	Unstated

Harry Chapin Foundation Grants	Board meets 3x a year “as needed”	The mission of the Harry Chapin Foundation is to support organizations that have demonstrated their ability to dramatically improve the lives and livelihood of people by helping them to become self-sufficient. We will fund only 501(c)(3) not for profit programs that operate in the United States that fall within the areas of: Arts-In-Education Programs Community Education Programs Agricultural and Environmental Programs	Up to \$10,000
Cornell Douglas Foundation Grant	Unstated	Its mission is to provide small grants to organizations which promote the vision of the foundation: advocating for environmental health and justice, encouraging stewardship of the environment, and furthering respect for sustainability of resources.	Varied; usually between \$10,000-\$25,000 for new applicants

Areas of Future Research

- Our analysis of landowner interests included all women respondents, not exclusively woodland landowners. There were women respondents of all ages who answered the survey and did not own land. We chose to incorporate these answers into our analysis of the survey results, particularly to bolster the sample size of younger demographics with the assumption that the younger demographic will likely own woodland in the future. Our preliminary investigation filtering out women respondents who do not own land did not appear to change the trends we found in learning interests. However, future analysis could separate out learning interest by land ownership in order to investigate the particular interests of just current woodland landowners.
- We parsed learning interest by age group, acreage owned, and between county. Further research into interest in programming format between different demographics of women landowners and WOW enthusiasts will be helpful to understand the potential audience for events and resources. This analysis should again incorporate age, county, and acreage owned, to help WOW best understand the needs of its stakeholders across Vermont.
- Future analysis should also assess the generalizability of these survey results to the wider women woodland owner community in Vermont.
- Respondents could fill in their own learning interests in an “Other” category. These open responses are filled with further areas of interest to women and women woodland owners that merit further investigation. We included “Other” as a selected choice in our analysis of learning interests, though unfortunately were unable to go through and analyze the responses. This is a rich area of future research and analysis.

References

- Butler, S.M., Huff, E.S., Snyder, S.A., Butler, B.J., and Tyrrell, M. "The role of gender in management behaviors on family forest lands in the United States." *Journal of Forestry* 116, no. 1. (2017): 32-40.
- Gee, J.P. "Semiotic Social Spaces and Affinity Spaces: From the Age of Mythology to Today's Schools." *Beyond Communities of Practice: Language Power and Social Context*, (2005): 214-232. doi:10.1017/CBO9780511610554.012
- Hollins, K. "Sustaining Family Forests Initiative." *Yale School of Forestry and Environmental Studies*.
- Huff, E.S. A national perspective on women owning woodlands (WOW) networks. *Journal of Extension* 55, no. 2. (2017): 1-7.
- Ireland, R. Duane, and Michael A. Hirc. "Mission Statements: Importance, Challenge, and Recommendations for Development." *Business Horizons* 35, no.3. (1992): 34-42.
[https://doi.org/10.1016/0007-6813\(92\)90067-J](https://doi.org/10.1016/0007-6813(92)90067-J).
- Lewis, J.J. "A short history of women's property rights in the United States." (2019). Retrieved from <https://www.thoughtco.com/property-rights-of-women-3529578>.
- Ma, Qiang. "Gender in Forestry." (2016). *FAO, Forestry Department*. Retrieved from <http://www.fao.org/sustainable-forest-management/toolbox/modules/gender-in-forestry/tools/en/?type=111>
- McClellan, George S., and Jeremy Stringer, eds. *The Handbook of Student Affairs Administration*. 4 edition. Jossey-Bass. (2015).
- Pinchot Institute for Conservation. "Understanding the role of women in forestry: a general overview and a closer look at female forest landowners in the U.S." (February 2006).
- Redmore, L.E. "Women Owning Woodlands: understanding women's role in forest ownership and management." *Journal of Forestry*. (2010): 255-259.
- Sullivan, Brigid. "Closing the Engineering Gender Gap: Viewers Like You." *New England Board of Higher Education*. (2007). Retrieved from <https://files.eric.ed.gov/fulltext/EJ793919.pdf>

Appendix I

Women landowner interests parsed by all Vermont counties. This information can be utilized by the WOW Vermont network to tailor outreach and programming to the specific needs and interests found within each county.

To generate these tables, we first used the following filters:

Q41-2 What is your gender – is – female

Note that we DID NOT filter for “Q11-1 Do you own woodlands in Vermont.” This means that these tables include **all female respondents**.

After filtering the data in Qualtrics, we then went into the Reports tab in order to generate a response table for the following questions:

Q2-1a Which of the following topics are you interested in learning more about? Select 3

Q68-1b Which of the following topics are you interested in learning more about? Select 3

We broke out the data by:

Q18-3 what county is your property located in

Then downloaded the table as a CSV.

The following tables represent the **total number of female respondents in each county** that marked the respective topic as one of their top 3 learning interests. Learning interest was asked in two parts, with 2 questions offering unique sets of choices for respondents to select. As each question had a different sample size, we split each county’s table into two parts (one for each question and its corresponding set of choices), with each part sorted from most to least popular topic.

ADDISON		
Equipment/tool use (chainsaws, tractors, safety)	16.95%	20
Opportunities for generating income from your land	16.95%	20
Passing Land/Estate Planning	16.95%	20
Climate change	16.10%	19
Conservation easements	15.25%	18
Recreation and trails	15.25%	18
Other (please specify)	2.54%	3
	Total	118
Identification (trees, plants, birds, animals, etc.)	23.31%	31
Invasive species (plants, forest pests, control)	23.31%	31
Habitat improvements (fish and wildlife)	22.56%	30
Non-timber forest products (mushrooms, maple syrup, etc.)	11.28%	15

Forest management (firewood, timber harvesting, logging)	9.02%	12
Practices to protect water quality	7.52%	10
Other (please specify)	3.01%	4
	Total	133

BENNINGTON		
Climate change	22.22%	10
Recreation and trails	22.22%	10
Opportunities for generating income from your land	15.56%	7
Conservation easements	13.33%	6
Passing Land/Estate Planning	13.33%	6
Equipment/tool use (chainsaws, tractors, safety)	8.89%	4
Other (please specify)	4.44%	2
	Total	45
Invasive species (plants, forest pests, control)	27.45%	14
Habitat improvements (fish and wildlife)	19.61%	10
Identification (trees, plants, birds, animals, etc.)	19.61%	10
Forest management (firewood, timber harvesting, logging)	17.65%	9
Non-timber forest products (mushrooms, maple syrup, etc.)	9.80%	5
Other (please specify)	3.92%	2
Practices to protect water quality	1.96%	1
	Total	51

CALEDONIA		
Climate change	20.59%	21
Opportunities for generating income from your land	19.61%	20
Passing Land/Estate Planning	19.61%	20
Equipment/tool use (chainsaws, tractors, safety)	15.69%	16
Recreation and trails	13.73%	14
Conservation easements	8.82%	9
Other (please specify)	1.96%	2
	Total	102
Habitat improvements (fish and wildlife)	22.22%	26
Identification (trees, plants, birds, animals, etc.)	19.66%	23
Invasive species (plants, forest pests, control)	18.80%	22
Non-timber forest products (mushrooms, maple syrup, etc.)	17.09%	20

Practices to protect water quality	10.26%	12
Forest management (firewood, timber harvesting, logging)	8.55%	10
Other (please specify)	3.42%	4
	Total	117

CHITTENDEN		
Equipment/tool use (chainsaws, tractors, safety)	21.82%	24
Recreation and trails	21.82%	24
Climate change	18.18%	20
Opportunities for generating income from your land	15.45%	17
Passing Land/Estate Planning	10.00%	11
Conservation easements	9.09%	10
Other (please specify)	3.64%	4
	Total	110

Habitat improvements (fish and wildlife)	25.00%	31
Identification (trees, plants, birds, animals, etc.)	20.16%	25
Invasive species (plants, forest pests, control)	18.55%	23
Non-timber forest products (mushrooms, maple syrup, etc.)	12.90%	16
Practices to protect water quality	10.48%	13
Forest management (firewood, timber harvesting, logging)	9.68%	12
Other (please specify)	3.23%	4
	Total	124

ESSEX		
Opportunities for generating income from your land	27.78%	5
Equipment/tool use (chainsaws, tractors, safety)	22.22%	4
Passing Land/Estate Planning	22.22%	4
Climate change	11.11%	2
Recreation and trails	11.11%	2
Conservation easements	5.56%	1
Other (please specify)	0.00%	0
	Total	18

Habitat improvements (fish and wildlife)	29.41%	5
Non-timber forest products (mushrooms, maple syrup, etc.)	23.53%	4
Identification (trees, plants, birds, animals, etc.)	17.65%	3
Invasive species (plants, forest pests, control)	17.65%	3
Forest management (firewood, timber harvesting, logging)	5.88%	1

Other (please specify)	5.88%	1
Practices to protect water quality	0.00%	0
	Total	17

FRANKLIN		
Conservation easements	24.24%	8
Recreation and trails	18.18%	6
Equipment/tool use (chainsaws, tractors, safety)	15.15%	5
Opportunities for generating income from your land	15.15%	5
Passing Land/Estate Planning	15.15%	5
Climate change	12.12%	4
Other (please specify)	0.00%	0
	Total	33

Habitat improvements (fish and wildlife)	31.43%	11
Forest management (firewood, timber harvesting, logging)	17.14%	6
Identification (trees, plants, birds, animals, etc.)	14.29%	5
Invasive species (plants, forest pests, control)	14.29%	5
Non-timber forest products (mushrooms, maple syrup, etc.)	11.43%	4
Practices to protect water quality	11.43%	4
Other (please specify)	0.00%	0
	Total	35

GRAND ISLE		
Climate change	50.00%	1
Equipment/tool use (chainsaws, tractors, safety)	50.00%	1
Conservation easements	0.00%	0
Opportunities for generating income from your land	0.00%	0
Other (please specify)	0.00%	0
Passing Land/Estate Planning	0.00%	0
Recreation and trails	0.00%	0
	Total	2

Habitat improvements (fish and wildlife)	33.33%	1
Invasive species (plants, forest pests, control)	33.33%	1
Practices to protect water quality	33.33%	1
Forest management (firewood, timber harvesting, logging)	0.00%	0
Identification (trees, plants, birds, animals, etc.)	0.00%	0
Non-timber forest products (mushrooms, maple syrup, etc.)	0.00%	0

Other (please specify)	0.00%	0
	Total	3

LAMOILLE		
Opportunities for generating income from your land	26.32%	10
Recreation and trails	23.68%	9
Equipment/tool use (chainsaws, tractors, safety)	18.42%	7
Climate change	15.79%	6
Passing Land/Estate Planning	10.53%	4
Conservation easements	5.26%	2
Other (please specify)	0.00%	0
	Total	38

Habitat improvements (fish and wildlife)	26.53%	13
Identification (trees, plants, birds, animals, etc.)	18.37%	9
Forest management (firewood, timber harvesting, logging)	16.33%	8
Non-timber forest products (mushrooms, maple syrup, etc.)	16.33%	8
Invasive species (plants, forest pests, control)	12.24%	6
Practices to protect water quality	6.12%	3
Other (please specify)	4.08%	2
	Total	49

ORANGE		
Climate change	25.35%	18
Opportunities for generating income from your land	18.31%	13
Recreation and trails	16.90%	12
Equipment/tool use (chainsaws, tractors, safety)	15.49%	11
Passing Land/Estate Planning	12.68%	9
Conservation easements	9.86%	7
Other (please specify)	1.41%	1
	Total	71

Habitat improvements (fish and wildlife)	26.25%	21
Identification (trees, plants, birds, animals, etc.)	20.00%	16
Invasive species (plants, forest pests, control)	18.75%	15
Non-timber forest products (mushrooms, maple syrup, etc.)	12.50%	10
Forest management (firewood, timber harvesting, logging)	10.00%	8
Practices to protect water quality	10.00%	8
Other (please specify)	2.50%	2

	Total	80
--	-------	----

ORLEANS		
Climate change	22.06%	15
Opportunities for generating income from your land	19.12%	13
Recreation and trails	19.12%	13
Equipment/tool use (chainsaws, tractors, safety)	14.71%	10
Passing Land/Estate Planning	13.24%	9
Conservation easements	8.82%	6
Other (please specify)	2.94%	2
	Total	68

Habitat improvements (fish and wildlife)	25.61%	21
Identification (trees, plants, birds, animals, etc.)	25.61%	21
Invasive species (plants, forest pests, control)	20.73%	17
Non-timber forest products (mushrooms, maple syrup, etc.)	9.76%	8
Forest management (firewood, timber harvesting, logging)	8.54%	7
Practices to protect water quality	7.32%	6
Other (please specify)	2.44%	2
	Total	82

RUTLAND		
Climate change	22.47%	20
Conservation easements	11.24%	10
Equipment/tool use (chainsaws, tractors, safety)	8.99%	8
Opportunities for generating income from your land	19.10%	17
Other (please specify)	3.37%	3
Passing Land/Estate Planning	19.10%	17
Recreation and trails	15.73%	14
	Total	89

Habitat improvements (fish and wildlife)	24.07%	26
Invasive species (plants, forest pests, control)	24.07%	26
Identification (trees, plants, birds, animals, etc.)	15.74%	17
Practices to protect water quality	12.96%	14
Forest management (firewood, timber harvesting, logging)	11.11%	12
Non-timber forest products (mushrooms, maple syrup, etc.)	7.41%	8
Other (please specify)	4.63%	5
	Total	108

WASHINGTON		
Climate change	26.53%	26
Recreation and trails	22.45%	22
Opportunities for generating income from your land	16.33%	16
Equipment/tool use (chainsaws, tractors, safety)	15.31%	15
Passing Land/Estate Planning	10.20%	10
Conservation easements	6.12%	6
Other (please specify)	3.06%	3
	Total	98
Invasive species (plants, forest pests, control)	23.20%	29
Identification (trees, plants, birds, animals, etc.)	21.60%	27
Habitat improvements (fish and wildlife)	20.00%	25
Non-timber forest products (mushrooms, maple syrup, etc.)	16.00%	20
Practices to protect water quality	9.60%	12
Forest management (firewood, timber harvesting, logging)	6.40%	8
Other (please specify)	3.20%	4
	Total	125

WINDHAM		
Climate change	20.45%	27
Opportunities for generating income from your land	19.70%	26
Recreation and trails	19.70%	26
Equipment/tool use (chainsaws, tractors, safety)	18.18%	24
Conservation easements	12.88%	17
Passing Land/Estate Planning	8.33%	11
Other (please specify)	0.76%	1
	Total	132
Identification (trees, plants, birds, animals, etc.)	21.19%	32
Invasive species (plants, forest pests, control)	21.19%	32
Forest management (firewood, timber harvesting, logging)	15.23%	23
Habitat improvements (fish and wildlife)	13.91%	21
Non-timber forest products (mushrooms, maple syrup, etc.)	11.92%	18
Practices to protect water quality	11.92%	18
Other (please specify)	4.64%	7
	Total	151

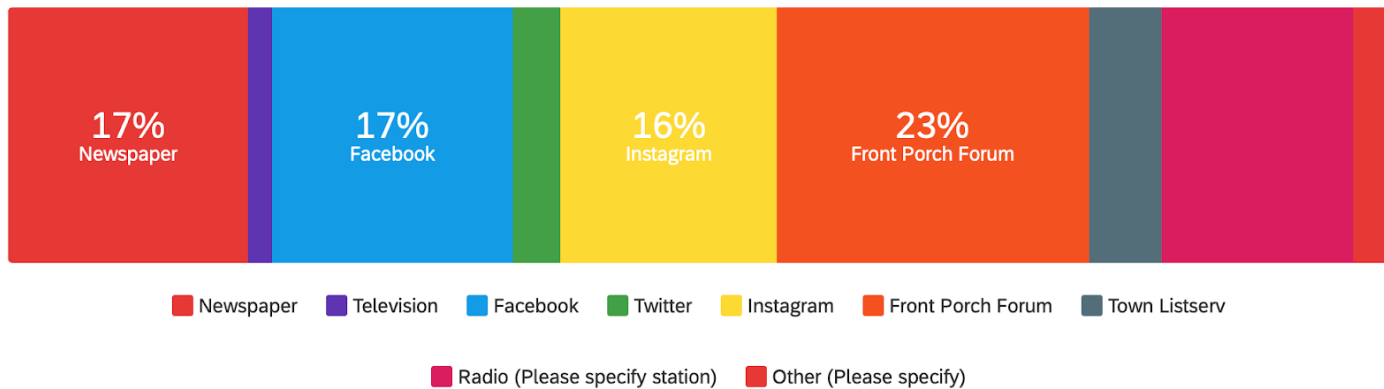
WINDSOR		
Opportunities for generating income from your land	21.67%	26
Recreation and trails	20.83%	25
Climate change	16.67%	20
Conservation easements	14.17%	17
Passing Land/Estate Planning	12.50%	15
Equipment/tool use (chainsaws, tractors, safety)	11.67%	14
Other (please specify)	2.50%	3
	Total	120
Invasive species (plants, forest pests, control)	24.81%	33
Habitat improvements (fish and wildlife)	21.80%	29
Identification (trees, plants, birds, animals, etc.)	19.55%	26
Non-timber forest products (mushrooms, maple syrup, etc.)	12.03%	16
Forest management (firewood, timber harvesting, logging)	10.53%	14
Practices to protect water quality	8.27%	11
Other (please specify)	3.01%	4
	Total	133

Appendix II

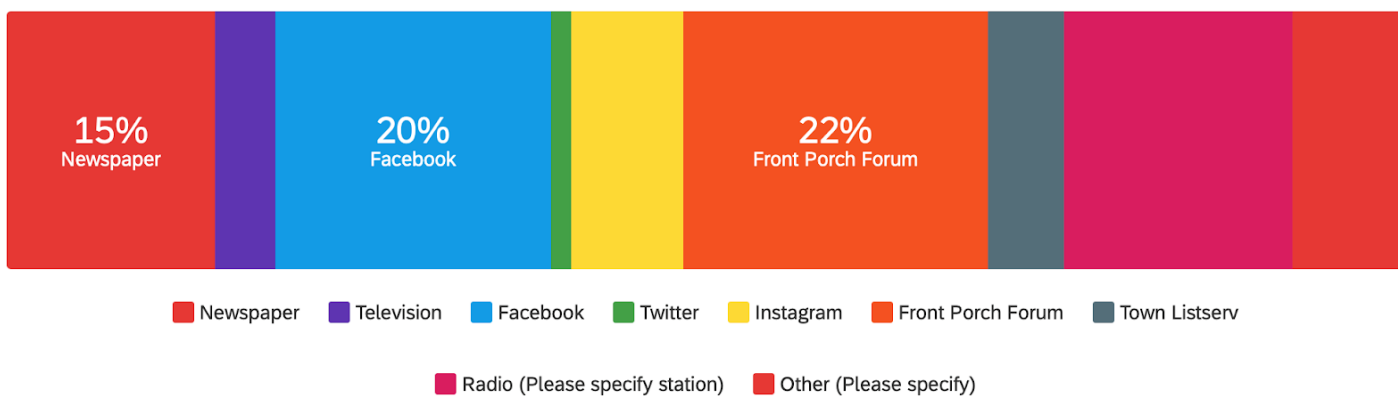
Preferred methods of communication parsed by age group

This information will assist the VT network in developing effective outreach materials tailored to the needs and interests of specific stakeholder groups. When considering how various age groups best receive information on outreach and program events, we wanted to consider the women who do not formally own woodlands in Vermont. We therefore include visuals for both all women respondents and landowner respondents. WOW can use this information to develop and distribute programming to not only formal landowners, but also be inclusive to women who may hold less traditional roles in woodland management. We encourage WOW to consider developing the latter type of programming so as to better reach and recognize the importance of all women in Vermont.

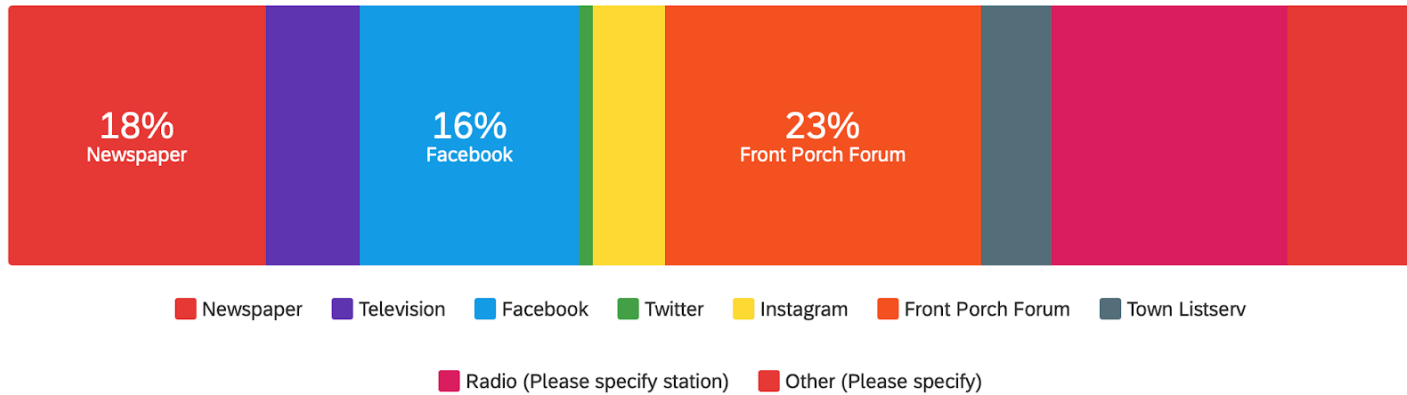
All women respondents:
Age 15-30



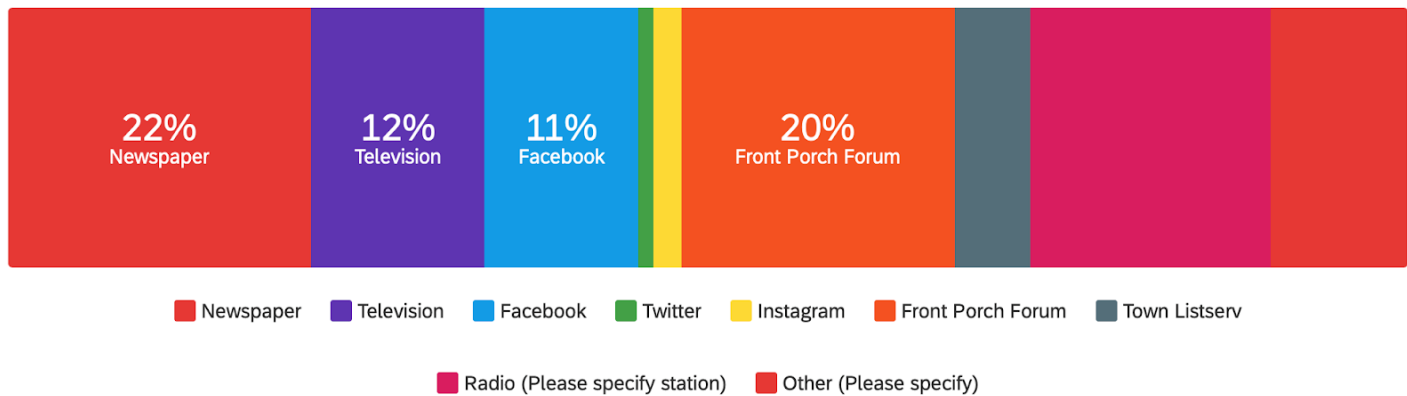
Age 31-45



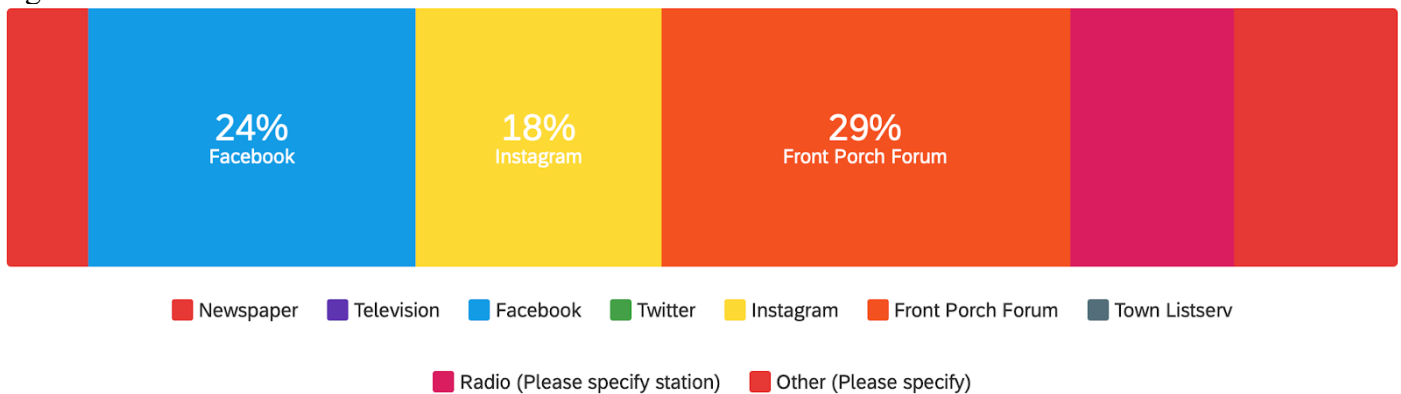
Age 46-60



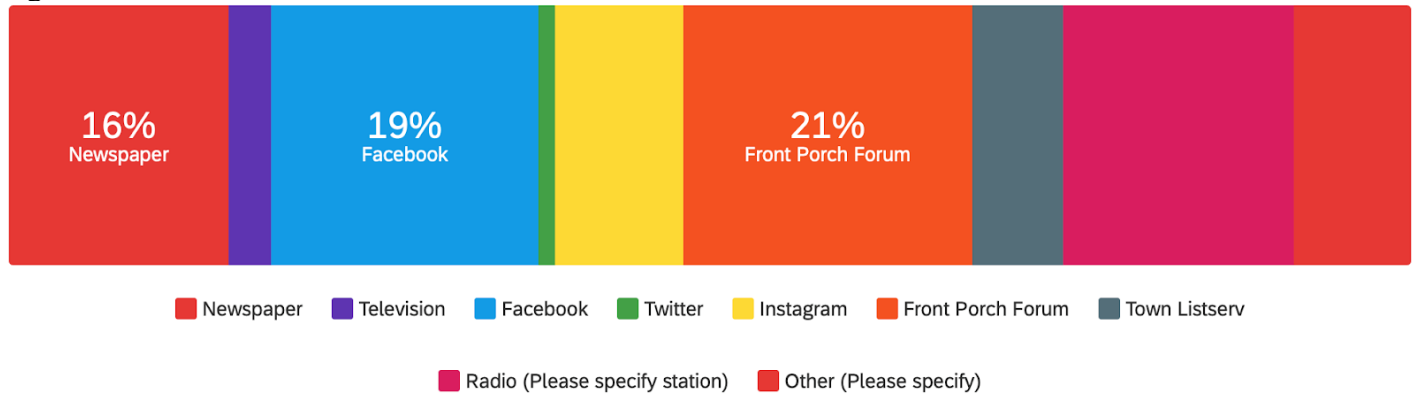
Age 60+



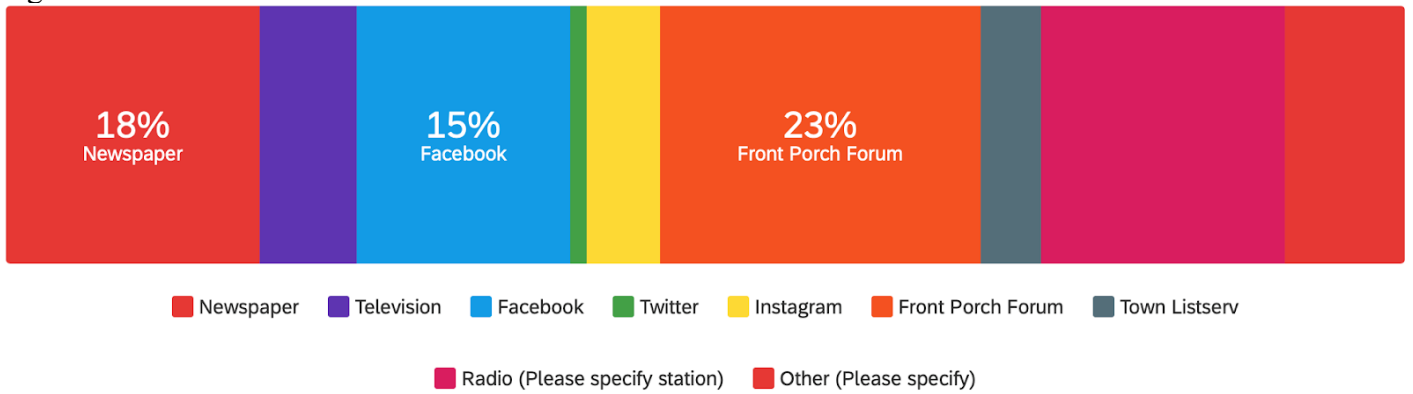
Only women landowners: Age 15-30



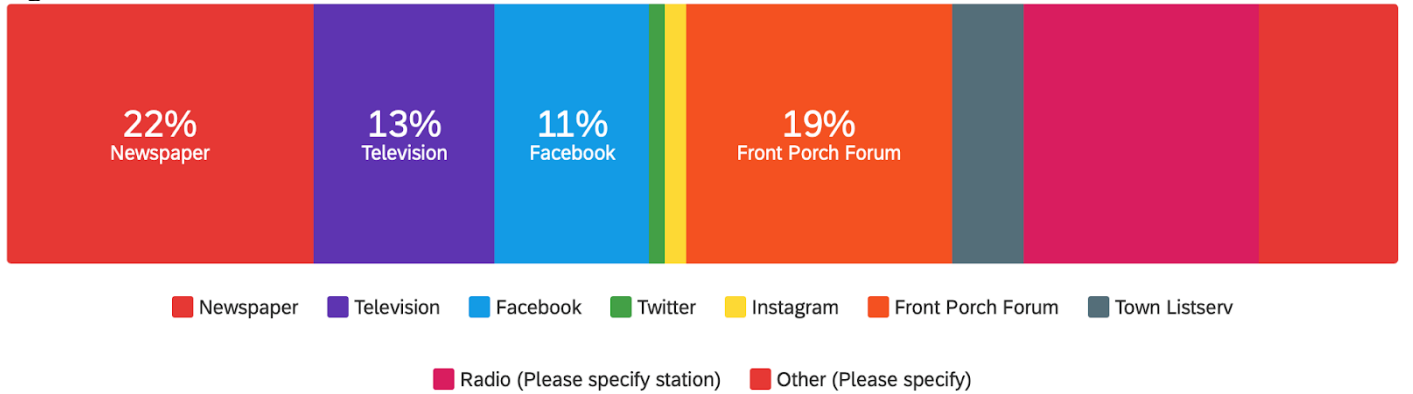
Age 31-45



Age 46-60



Age 60+



Preferred methods of contact for all women respondents parsed by age group.

